



Community Conversation on the Commercial Corridors

Agenda December 1, 2004

6:30 p.m. Call to Order and Welcome – Planning Commission Chairman Jesse Young

6:35 p.m. Presentation - Planning Director Reed Nester

Individual Commercial Corridor discussions will first cover your vision for the future of the corridor, followed by a discussion of specific issues

6:45 p.m. Discussion of the Richmond Road and Monticello Avenue Corridors (Williamsburg Shopping Center area to the Corporate Limits), facilitated by Commissioner Doug Pons

7:10 p.m. Discussion of the Mooretown Road Corridor, facilitated by Commissioner Joe Hertzler

7:20 p.m. Discussion of the Capitol Landing Road Corridor (Bypass Road to Merrimac Trail), facilitated by Commissioner Elaine McBeth

7:45 p.m. Discussion of the Second Street Corridor area (Second Street, Parkway Drive and Penniman Road), and York Street Corridor, facilitated by Commissioner Marc Rose

8:10 p.m. Discussion of the Jamestown Road/Route 199 area, facilitated by Commissioner Audrey Smith

8:20 p.m. Wrap-up comments on all of the Commercial Corridors, facilitated by Planning Commission Chairman Jesse Young

8:30 p.m. Adjourn

Planning Commission Members

Jesse Young, Chairman
Douglas Pons, 1st Vice Chairman
Joe Hertzler, 2nd Vice Chairman
Charles Friend
Elaine McBeth
Marc Rose
Audrey B. Smith

Staff

Reed Nester, Planning Director
Carolyn Murphy, Zoning Administrator
Jodi Miller, Assistant City Manager
Dee Scott, Planning Department Secretary

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COMPREHENSIVE PLAN UPDATE

COMMERCIAL CORRIDORS

Attached are several pages of facts and issues for the Commercial Corridors. These are suggested as a starting point for our Community Conversation on this area of the City, but the discussion is not limited to only these issues.

DISCUSSION TOPICS

Commercial Issues

- With the limited amount of land available for commercial and economic development uses (both for new development and redevelopment), it is essential for the continued economic health of the City that quality development and redevelopment be encouraged. The City needs to expand on its niche in the regional market, and maintain its status as the economic hub of the region and a trendsetter among successful tourism-supported communities in the country.
 - **What steps should the City take to encourage this continued economic growth on its commercial corridors?**
- Commercial development is regulated by zoning, which deals with uses allowed, landscape and buffer areas, required parking, signs, and architectural design.
 - **Are the City's current regulations too restrictive, not restrictive enough, or about right to preserve community character and to encourage economic development?**

Infrastructure Issues

- Several street improvement projects will impact the commercial corridors – Richmond Road improvements from Brooks to New Hope, Treyburn Drive construction, Jamestown Road/Rt. 199 intersection improvements. Recommended but not programmed are improvements to the Waltz Farm Drive and Patriot Lane intersection).
 - **Are there any other street improvements in the commercial corridors that should be considered?**
- The Comprehensive Plan identifies many improvements needed for pedestrian and bicycle facilities, and many of these improvements have been made.
 - **Are there critical areas for pedestrian and bicycle facilities in the commercial corridors that should be given a high priority?**
- Corridor beautification projects in the works include underground wiring on Monticello Avenue, intersection enhancements at the Jamestown Road/Rt. 199 intersection (fencing and landscaping), new City entrance signs, and an improved wayfinding sign system for the Historic Triangle.
 - **Are there other corridor beautification projects that should be considered?**

VISION FOR THE FUTURE

With the overall goals of the Comprehensive Plan update in mind, what is your vision for the future of the City's Commercial Corridors?

COMMERCIAL CORRIDORS

Richmond Road from the Williamsburg Shopping Center to the Corporate Limits
Mooretown Road
Monticello Avenue from Richmond Road to Treyburn Drive
Capitol Landing Road from Bypass Road to Merrimac Trail
Second Street area
York Street
Jamestown Road/Route 199 intersection

COMMERCIAL FACTS

- Major commercial projects over the past 25 years include: 1979 – Safeway (now Staples); 1981 – Williamsburg Shopping Center expansion; 1986/87 – Lennox, Ethan Allen/West Point Pepperell/Patriot Plaza; 1995 – Food Lion expansion; 1999 – CVS/Citizens & Farmers Bank; 2001 – CWF College Corner Building; 2002 – Prince George Parking Garage; and 2003 – Williamsburg Chrysler-Jeep-Kia and CWF Vehicle Maintenance Facility. Wal-Mart was denied in 1992.
- There was a gain of 1,631 hotel rooms between 1975 and 1987 (1,677 new rooms were built and 46 rooms were demolished). Hotel construction ceased from 1988 to 1995. Between 1996 and 2003, the City's room supply was modernized and upgraded, with a gain of 305 hotel rooms (913 new rooms were built and 608 rooms were demolished or converted).
- Construction of new restaurants has been steady over the past 28 years, with an average of one new restaurant each year. The City now has 83 restaurants, and the new restaurant buildings added over the past 25 years make up 37% of the total. There has been a net gain of 11 restaurants between 1990 and 2003.
- High Street Williamsburg is planned for 50 acres on Richmond Road. High Street will be a pedestrian-friendly mixed-use development combining high-quality commercial, retail, dining and entertainment, along with a strong residential component of rental apartments, condominiums and townhouses. There will be approximately 250,000 square feet of commercial floor area with 422 dwelling units. Anchored by a multi-screen cinema and bookstore, construction is expected to begin in 2005.
- The 1998 Comprehensive Plan also identifies 14 redevelopment areas on Richmond Road and Capitol Landing Road. Two of the redevelopment areas are now the sites for the Hilton Gardens, Springhill Suites, Residence Inn, Red Hot and Blue, Applebee's and Chili's. The majority of another area will be part of High Street.

INFRASTRUCTURE FACTS

- Four road improvement projects will be constructed over the next several years: Richmond Road between Brooks Street and New Hope Road; Treyburn Drive between Monticello Avenue and Ironbound Road; Monticello Avenue/Ironbound Road intersection improvements; and the Jamestown Road/Route 199 intersection improvements.
- Two intersection projects are identified but not funded: installation of a traffic light at the Richmond Road/Waltz Farm Drive intersection and improvement of the Richmond Road/Patriot Lane intersection.
- Since 1992, 7 miles of bike lanes have been constructed within the City (40 miles regionally). The next major improvement will be the construction of bike lanes on Treyburn Drive.
- The Comprehensive Plan recommends several areas for sidewalk improvements: Monticello Avenue from Ironbound Road to Treyburn Drive, Treyburn Drive; Bypass Road; east side of Capitol Landing Road from Parkway Drive to Merrimac Trail.
- Since 1982, wiring has been placed underground on portions of the following streets: Richmond Road from Brooks Street to the dual-lane section, York Street, Prince George Street, Armistead Avenue, South Boundary Street, Scotland Street, Lafayette Street, Jamestown Road, Penniman Road, Patrick Henry Drive.



COMPREHENSIVE PLAN FACT SHEET

2000 Census information for Williamsburg

- 11,998 population
- Owner-occupied housing units – 1,602 (44.3%)
- Renter-occupied housing units – 2,017 (55.7%)
- Rental units occupied by persons 15-24 years of age – 501 units (24.8% of total occupied rental units)
- Population in college dormitories – 4,354 persons
- Population 18-24 years old – 5,524 persons (46% of total population)
- Population 65 years old and over – 1,404 persons (11.7%)
- Average household size – 2.07 persons

2000 Census Comparisons

	<u>Williamsburg</u>	<u>James City Co.</u>	<u>York Co.</u>
1990 Population	11,600	34,779	42,434
2000 Population	11,998	48,102	56,297
Pop. Growth Rate (1990-2000)	3.4%	38.3%	32.7%
Population 18-24	46%	6.4%	6.6%
Population 65 and over	11.7%	16.8%	12.4%
Median Family Income	\$52,358	\$66,171	\$64,892
Median Age	22.6	40.8	36.5
Renter-occupied housing units	55.7%	23.0%	24.2%
Average Household Size	2.07	2.47	2.78

Land Use Summary for the Commercial Corridors

Dwelling Units (129 total – additional details on the back)

- 21 single family dwellings units (16.3%)
- 108 multifamily dwelling units (83.7%)

Dwelling Unit Occupancy (additional details on the back)

- 4 Owner-occupied dwelling units (3.1%)
- 125 Renter-occupied dwelling units (96.9%)

Non-Residential Uses

- 103 Commercial establishments
- 19 Office buildings
- 5 Banks
- 53 Restaurants
- 37 Hotels/Motels/Timeshares
- 2 Churches

Land Use Summary

Commercial Corridors

Richmond Road (Williamsburg Shopping Center to the Corporate Limits, portion of Lafayette Street)

- 9 Renter-occupied multi-family dwelling units
- 42 Commercial establishments
 - 1 Office buildings
 - 1 Bank
- 39 Restaurants
- 18 Hotels/Motels/Timeshares

Mooretown Road

- 5 Renter-occupied single family dwelling units (62.5%)
- 3 Renter-occupied multi-family dwelling units (37.5%)

Monticello Avenue (Richmond Road to Treyburn Drive)

- 14 Renter-occupied multi-family dwelling units (100.0%)
- 27 Commercial establishments
 - 5 Office buildings
 - 1 Bank
 - 4 Restaurants
 - 1 Church
 - 1 Hospital

Capitol Landing Road (Bypass Road to Merrimac Trail)

- 2 Owner-occupied single family dwelling units (12.5%)
- 8 Renter-occupied single family dwelling units (50.0%)
- 6 Renter-occupied multi-family dwelling units (37.5%)
- 1 Employee housing complex (International Village)
- 4 Commercial establishments
 - 2 Office buildings
 - 1 Government building (DMV)
- 3 Restaurants
- 10 Hotels/Motels/Timeshares

Second Street area (Second Street, Penniman Road, Parkway Drive)

- 1 Owner-occupied dwelling unit (5.9%)
- 5 Renter-occupied single family dwelling units (29.4%)
- 11 Renter-occupied multi-family dwelling units (64.7%)
- 24 Commercial establishments
 - 5 Office buildings
 - 1 Bank
 - 5 Restaurants
 - 4 Hotels/Motels/Timeshares
 - 1 Church

York Street (Page Street to the Corporate Limits)

- 13 Renter-occupied multi-family dwelling units (100.0%)
- 3 Commercial establishments
 - 1 Office
 - 2 Restaurants
- 5 Hotels/Motels/Timeshares

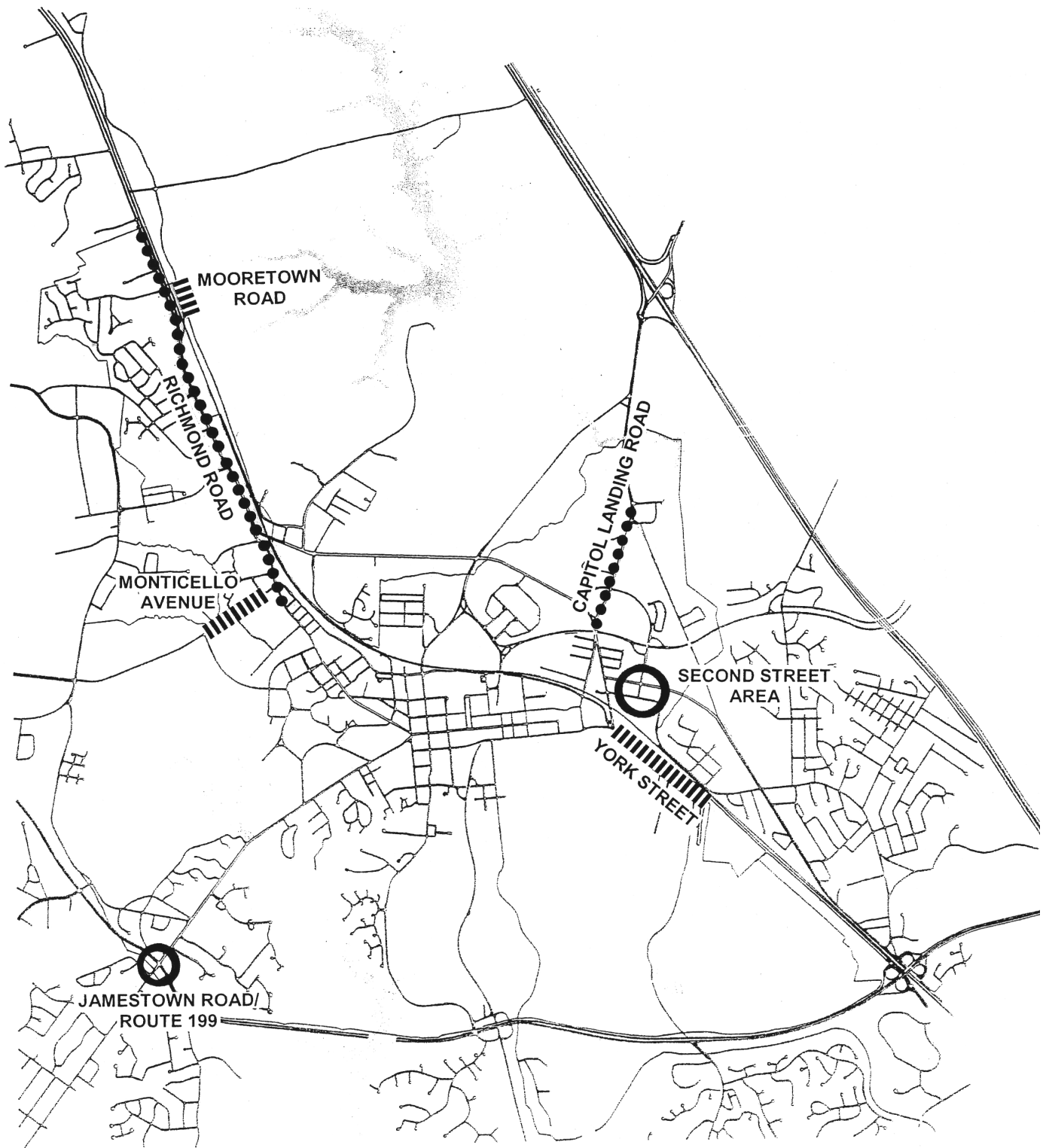
Jamestown Road/Route 199 intersection

- 1 Owner-occupied multi-family dwelling units (1.9%)
- 51 Renter-occupied multi-family dwelling units (98.1%)
- 3 Commercial establishments
 - 5 Offices
 - 2 Banks

GOALS FOR THE DEVELOPMENT OF WILLIAMSBURG

The Williamsburg Planning Commission has prepared draft goals and objectives for the Comprehensive Plan Update. Listed below are the goals, as well as specific objectives that apply to the Richmond Road Neighborhood Focus Area.

- I. Character of the City.** Protect and enhance Williamsburg's unique character - the historic area, college, entrance corridors, urban environment and open spaces.
 - A. Protect the character and integrity of the Colonial Williamsburg Historic Area, the historic campus of the College of William & Mary, and the City's historic neighborhoods and commercial areas.
 - E. Develop regulations, design standards and capital improvements to preserve and enhance the character of Williamsburg's urban environment.
- II. Economic Vitality.** Increase employment opportunities, income, business success, and City revenues by supporting and promoting the City's tourism base and other development and redevelopment opportunities.
 - A. Support and expand existing tourism-oriented destinations and related businesses.
 - D. Identify areas suitable for infill development and redevelopment, and develop strategies to encourage such development and redevelopment.
 - F. Cooperate with the Colonial Williamsburg Foundation and the College of William & Mary to coordinate their land use planning and economic development efforts with the City's Comprehensive Plan.
- III. Neighborhoods and Housing.** Protect and enhance the quality of the City's residential neighborhoods, and encourage the provision of affordable housing for City residents.
 - B. Determine appropriate densities for new and infill residential development, taking into consideration the density and character of existing development, environmental constraints, and the capacity of existing and proposed transportation systems.
 - C. Encourage the construction of owner-occupied housing of varying types and densities, with a goal of having more than 50% of the City's housing stock owner-occupied.
 - D. Limit the construction of new multi-family dwellings to areas that are served by adequate public streets and by pedestrian, bicycle and public transportation facilities.
 - G. Use the property maintenance code and the rental inspection program to maintain and improve the quality of the City's neighborhoods.
 - H. Address demands for student-oriented housing, both on- and off-campus, in cooperation with the College of William & Mary.
- IV. Transportation.** Provide an effective transportation system which is compatible with the future land use plan, serves pedestrians, bicyclists and motorists, and promotes the expanded use of transit and rail.
 - B. Incorporate traffic-calming measures in appropriate locations to minimize traffic impacts on the City's neighborhoods.
 - C. Improve and expand bicycle and pedestrian facilities as an important part of the transportation system, with special emphasis on filling in gaps to create an interconnected system.
 - D. Support mass transit providing an acceptable level of service for the Williamsburg area, including James City and York Counties, Colonial Williamsburg, and the College of William & Mary, with the Williamsburg Transportation Center serving as the regional hub.
 - E. Support the development and implementation of improved high-speed rail and light-rail service, with the Williamsburg Transportation Center serving as the regional hub.
- V. Public safety.** Ensure that City systems and facilities enable police, fire, emergency management and judicial operations to protect and serve City residents, visitors, businesses and historical assets.
- VI. Education and Human Services.** Address the educational, health, social, economic and workforce training needs of City families, youth, seniors and disabled citizens.
- VII. Recreation and Culture.** Add to the quality and availability of recreational and cultural facilities, and enhance recreational and cultural programming to meet the needs of the City families, youth and seniors.
- VIII. Environmental Services.** Ensure an adequate supply of clean, safe drinking water; protect environment through operation of effective storm water, wastewater and solid waste programs.
- IX. Implementation.** Implement the recommendations of the Comprehensive Plan by updating the City's zoning, subdivision and site plan controls, and by incorporating the Plan's recommendations into the Capital Improvement Program.



COMMERCIAL CORRIDORS